

Recruiting and Retention Sub-Committee
Minutes
6 April 2005

Members present: Lt. Col. Marcia Cramer, Chair; Lt. Col. Pat Starr, Vice-Chair; Lt. Col. Patricia Toussaint

Members non present: Lt. Col. Michael Oakman

Non-members present: Robin Hunt, NHQ

The meeting was called to order at 2105. The minutes from the prior meeting were reviewed. All approved.

Lt. Col. Cramer told the committee that the Recruiting campaign has kicked off as of 1 April and encouraged the committee members to get the word out in their wings.

Lt. Col. Cramer asked the group if anyone had ideas about why members leave CAP. Some of the reasons discussed were:

- Cadets have too many activities
- Cost prohibitive for a lot of parents, especially single parents
- Difficulty with written tests for cadets and even some seniors

The committee stated that it is imperative that senior members speak to cadets on the cadets' level rather than trying to intimidate them. They stated that kids are kids and that their activities must be supplemented with encouragement and fun.

To ensure that a cadet knows what they are getting involved with, VA WG requires the cadets to attend four meetings prior to joining and CO WG requires three visits and at least one visit by the parents.

The committee members expressed a concern that too many squadron commanders are inclusive and do not provide enough opportunities for cadets to participate in activities with other squadrons or groups. They want commanders who "play well with others".

Some of the suggestions offered were a discounted family membership rate, a discount for early renewal or a program for hardship cases who have trouble paying their dues at some time. Ms. Hunt inquired about any grants or fundraising that they had tried. They stated that some squadrons had held fundraisers but those don't always provide the needed funds.

The committee also stated that if a unit is having challenges getting enough uniforms for their cadets that ROTC units replace their uniform stock often and perhaps something could be worked out.

The meeting concluded at 2200.

//Signed//
Lt. Col. Marcia Cramer, CAP